GR:D

BIKE SHARE

May 1 - May 31 2019 Report
Tempe

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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	778	N/A
Trips		
Total Trips	5,027	1,347
Trips Per Day (average)	162	43
Utilization Rate (trips per bike per day)	.22	.14
Active Members		
Total Membership	32,728	N/A
Monthly/Yearly Plans	691	N/A
Pay-As-You-Go & 7 Day Plan	31,920	N/A
Revenue		
Total Revenue	$23,907.18	$4,340.58
Maintenance/Customer Service Activity		
Total CS Cases Created	136	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	14	185
Monthly	24	248
Annual	3	149
Other	2	109
Pay As You Go	743	31,920
7 Day Pass	118	117
TOTAL	**904**	**32,728**

Trips

Cumulative Trips Per Day of the Week
May 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
212	173	216	193	208	162	183

Trip Initiation Method (Tempe Only)

Table 4

Mobile	271
Keypad (manually entered)	1,059
Keypad RFID Card	14
Website	3

Table 5

	May (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	5,027	32,489	1,347	13,248
Total Miles Ridden	9,391	53,236	3,032	22,126
Avg Trip Distance	1.9	1.7	2.0	1.7
Avg Trip Time	25:07	21:40	27:42	24:24
Avg Weekday Trips	158	220	44	88
Avg Weekend Day Trips	175	237	43	83
Holds	345	2,044	N/A	N/A
Ended out of Hub	1,347	11,453	329	6,400
Ended out of System Area	34	227	9	94

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)
Table 6

Member Type	May Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,213	44%	12,789	39%
7 Day Pass	424	8%	2,200	7%
Annual	309	6%	1,701	5%
Monthly	705	14%	3,984	12%
Student	1,105	22%	8,226	25%
Other	271	5%	3,589	1%
TOTAL	**5,027**		**32,489**	

Trip Stats by Member Type (Tempe Only)
Table 7

Member Type	May Trips	%	Trips YTD	% YTD
Pay-as-you-go	600	45%	5,411	41%
7 Day Pass	99	7%	760	6%
Annual	14	1%	158	1%
Monthly	90	7%	783	6%
Student	537	40%	5,427	41%
Other	7	1%	709	5%
TOTAL	**1,347**		**13,248**	

Monday, May 27th was the highest day for regional ridership with a total of 213 trips taken. For trips originating in the Tempe service area, Monday, May 27th was also the top day for ridership with 86 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	441	M109 Main St / Horne	1
T17 Tempe Beach Park	322	M118 MacDonald and 2nd St.	1
P128 McKinley St / 2nd St.	275	M101 University Dr / Center St (Mesa Amphitheater)	0
P196 2nd St. and Roosevelt	241	M113 2nd St. and Morris (Mesa Center for Higher Education)	0
T14 College Ave / University Dr	227	M119 5th St. and Hibbert (Escobedo Park)	0
T20 Tempe Center for the Arts	227	M120 8th St. and Mesa Dr. (Porter Park)	0
P109 Adams St / 1st Ave	221	M121 2nd Ave. and Center	0
P125 Pierce and 1st	216	M122 462 N. Drew St. (Drew Community Park)	0
P123 5th Ave / Fillmore St	213	M123 1st Place and Date St.	0
P129 5th St / Roosevelt St	207	M125 Main St. and Hibbert	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	163	159	322	0	0
T14 College Ave / University Dr	15	123	104	227	0	7.56
T20 Tempe Center for the Arts	10	108	119	227	0	0
T29 Tempe Town Lake Marina	9	92	92	184	0	0
T26 ASU Memorial Union	25	51	59	110	0	0
T05 McClintock Dr / Apache Blvd	15	53	44	97	0	3.48
T03 Rural Rd / Terrace Rd	11	35	42	77	0	7.32
T18 Neil Giuliano Park	15	35	41	76	0	0
T27 McAllister Ave / Apache Blvd	25	35	38	73	0	0
T04 Apache Blvd / Dorsey Ln	10	33	38	71	0	4.32
T28 Rio Salado Pkwy / Mill Ave	10	31	40	71	0	0
T11 University Dr / Mill Ave	20	30	35	65	0	0
T01 5th St / Forest Ave	20	24	35	59	0	0
T16 Apache Blvd / Rural Rd	15	24	29	53	0	0
T02 3rd St / Mill Ave	9	23	23	46	0	6.86
T25 University Dr. / ASU Student Housing	23	17	28	45	0	0
T13 College Ave / Apache Blvd	15	17	26	43	0	0
T15 8th St / Dorsey Ln	10	25	18	43	0	15.77
T06 McClintock Dr / Rio Salado Pkwy	10	18	17	35	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	14	21	35	0	0
T24 Westside Center	10	12	21	33	0	0
T10 Washington St / Priest Dr	10	10	18	28	0	0
T19 Kiwanis Park	15	14	14	28	0	0
T31 6th St / Mill Ave	15	15	13	28	34.68	0
T30 Evelyn Hallman Park	8	12	12	24	0	0
T08 Apache Blvd / Price Rd	10	6	11	17	0	0

T32 North Tempe Multigen Center	10	7	8	15	0	0
T22 Baseline Rd / Priest Dr	10	6	6	12	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	6	9	2	11	89.48	0
T09 Washington St / Center Pkwy	9	5	6	11	0	0
T23 Escalante Center	10	3	3	6	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	3	2	5	92.17	0
T07 Smith-Martin / Apache Blvd	10	2	2	4	0	0
T12 Rural Rd / Southern Ave	10	2	1	3	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	6	2	0	2	90.57	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	2	0	2	90.2	0

Out of Station Lock-Ups in Tempe

Of the 1,347 trips started in the Tempe system area in May, 329 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Sonora Center Student Housing, Tempe Marketplace Shopping Center, Tempe Town Lake, Tempe Beach Park and the Centerpoint on Mill complex.

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	375,624	2,135,656	121,278	885,063
Carbon Offset	8,264 lbs	46,963 lbs	2,668 lbs	19,471 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO_2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	778	N/A
Bikes inspected in field	977	328
Bicycles repaired	64	18
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	3	1
Graffiti Cleaned	0	0

Staff recovered 1 bike that temporarily went missing during the month.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	May	YTD
1	Other	245	1,088
2	Seat	7	39
3	Shifting/Pedaling	7	50
4	Lock	37	187
5	Keypad	74	315
6	Brakes	5	25
7	Flat Tire	35	137
8	Lighting	8	39
9	Frame	6	16
	Total	**424**	**1,896**

Compared to the previous month there was a 2.25% decrease in repairs/issues reported by users via the bikes on-board keypad. In May, 8.4% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in May was Member Inquiries.

Table 13

Reason For Contact	May Created Cases (Full System)	YTD
Member Inquiries	39	203
Billing	14	121
Account Management	9	80
Bike Issue	27	116
Charges	28	134
General Education	11	89
Operations	4	54
Sign Up	1	25
Hub Request	1	9
Partnerships	1	16
New Program Request	1	1
Total CS Cases Created	136	848

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	62 sec
Avg duration of call	6:03 min

Agreed Service Levels for Operations within the Tempe System Area
Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	86%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues may resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

In May, the average revenue for the full system was $19.80 per bike and $3.06 per trip.
Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	$4,454.00	19%	na
Ride Fees	$9,343.18	39%	$3,819.58
Out of Hub Fees	$2,618.00	11%	$624.00
Out of System Area Fees	$40.00	0%	na
Rider Bonuses Given	-$1,048.00	-4%	-$103.00
Ad Revenue	$8,500.00	36%	
TOTAL	**$23,907.18**		**$4,340.58**

Data has not been audited and is only to be used as an approximation of Gross Revenue

*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.

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Marketing Summary

Social Media

Table 17

Social Media Outlet	Followers	Impressions
Facebook	2,727	360
Twitter	1,548	6,567
Instagram	987	155

Events

Table 18

No events to report this month

Weather   **Table 19** (Source: www.wunderground.com)

May	Full Sys.	high	low	avg	Precip. sum
1	206	88	65	77	0
2	155	88	64	76	0
3	186	94	65	80	0
4	146	95	66	81	0
5	143	94	67	81	0
6	149	86	67	77	0
7	157	80	60	70	0.01
8	129	88	65	77	0
9	133	90	64	77	0
10	175	87	66	77	0
11	195	87	64	76	0.01
12	133	86	65	76	0.02
13	137	91	65	78	0
14	156	98	71	85	0
15	149	89	62	76	0
16	130	82	61	72	0.01
17	163	79	57	68	0
18	208	92	60	76	0
19	210	99	65	82	0
20	171	94	70	82	0
21	142	90	67	79	0
22	160	88	62	75	0
23	177	86	64	75	0
24	162	94	65	80	0
25	167	99	68	84	0
26	195	100	71	86	0
27	213	98	71	85	0
28	133	97	69	83	0
29	137	87	63	75	0.08
30	144	83	61	72	0
31	166	0	0	0	0